

Report for storagecraft.com



Score: **89.5 %**
















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This report provides analysis of the key factors that influence the SEO, performance, security and the usability of your website.

The score is based on a **100** points scale that represents your website's overall architecture, configuration and design. The algorithm is based on various criteria, including search engine data, website structure, site performance, and others.

A score lower than **40** means that there is a lot of areas to improve. A score above **70** is a good mark and it means that your website is probably well optimized.

Legend

High score	Medium score	Low score	Info only
 social	 backlinks	 visitors	 accessibility
 SEO-content	 technology	 validity	 usability
 SEO	 mobile	 performance	 SEO-Authority
 security			

Top Priorities



- Fix HTML validation errors
- Fix CSS validation errors
- Add your Google+ page link to the website

Social Media Indicators



Excellent, your social media presence is strong.

Facebook Mentions	352	Twitter Recent Mentions	38	Google™+ Mentions	33
Delicious Bookmarks	0	Pinterest Mentions	0	LinkedIn Mentions	18
StumbleUpon Views	145	Reddit Mentions	0		

High level of social activity increases domain authority and ability to rank higher, helps search engines to find and index new content in real-time, provides indicators for content authenticity and readers engagement.

Note: This data relates only to the websites URL and does not include specific brand pages.

Facebook



We have located following Facebook Page:



StorageCraft

Internet Company | Computer Repair Service
Draper, UT United States

<https://www.facebook.com/StorageCraft>

StorageCraft delivers software and services solutions that enable you to maintain business continuity during times of disaster, computer outages, or other unforeseen events.

Facebook Likes:	14,545	Great, you have many fans liking your page.	
Talking about this:	30	Excellent, it appears that people are engaged with your content.	
Were here:	140	Great, some users "Checked In" at your physical location.	
Facebook Page Vanity URL:	Yes	Perfect, your Facebook Page has vanity url.	
Linking to Facebook Page:	Yes	Good, your homepage is linking to your Facebook Page.	
Verified Facebook Account:	No	Your Facebook Page account is not verified.	

Facebook is the largest and most popular social networking website. A well utilized Facebook page can increase your visibility online, improve your real-time search engine optimization, and provide your visitors with a venue to connect and promote your brand.

<https://www.facebook.com/business/build>

Twitter™



We have located following Twitter™ account:



StorageCraft
[@StorageCraft](#)
 Draper, Utah

Description:	Business Continuity Starts Here ... We keep your data safe through innovative disaster recovery, migration, disk and data backup. solutions.	✓
	Length: 140 characters.	
Tweets:	5,394 - Excellent, you have many tweets.	✓
Followers:	7,566 - Great, you have many followers.	✓
Following:	2,312 - Good, you are following some users.	✓
Page Link:	Yes, your homepage is linking to your Twitter™ account.	✓
Verified:	No, your account has not been verified by Twitter™	✗
Account Age:	8 years, 17 days, 12 hours, 12 minutes	✓
Last Tweet:	1 day, 43 minutes, 35 seconds ago.	✓

Twitter is a very popular social networking and micro-blogging service that when utilized correctly can significantly increase your brand awareness, promote your products and services, boost traffic to your website and help to connect with visitors. <https://twitter.com/about>

Google+



We have located following Google+ Page:



StorageCraft
Backup Fast, Recover Faster
<https://plus.google.com/+storagecraft>
 StorageCraft delivers software and services solutions that enable you to maintain business continuity during times of disaster, computer outages, or other unforeseen events.

	Followers:	290	Great, you have many followers following your page.	✓
	Plus Ones:	1,390	Excellent, it appears that users like your content.	✓
	Google+ Custom URL:	Yes	Perfect, your Google+ Page has custom url.	✓
	Linking to Google+ Page:	No	Too bad, your homepage is not linking to your Google+ Page.	✗
	Verified Google+ Account:	No	Your Google+ Page account is not verified.	✗

Google+ is a popular interest-based social network. A well utilized Google+ account can help drive organic site visits and improve brand recognition. [About Google+ pages](#)

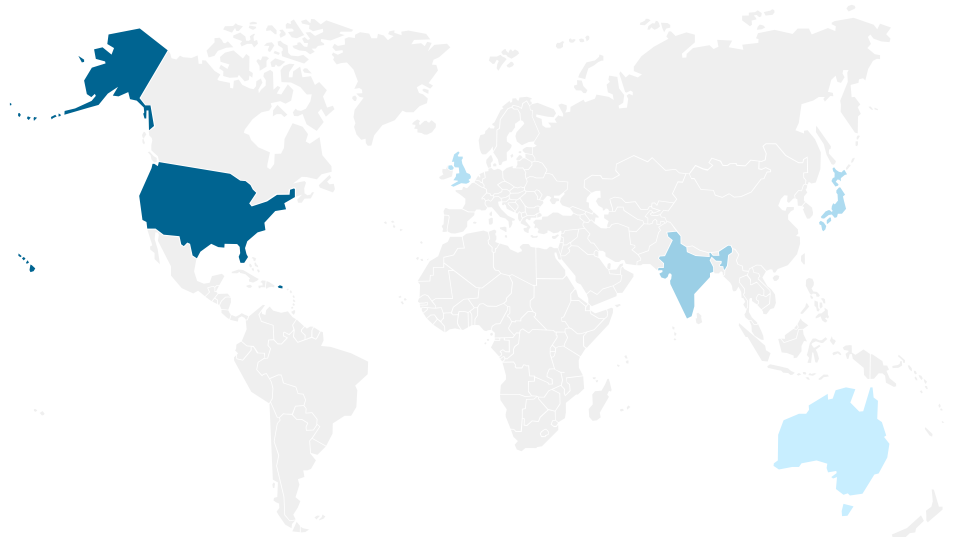
Traffic Rank








71,735 most visited website in the **World** **Trend:** ▼ down (+25,180)
 25,525 most visited website in **United States**

Traffic Rank is provided by [Alexa](#)

Visitors Localization



Low  High

Country	Percent	Domain (ccTLD)	Status
 United States	38.4%	storagecraft.us	Not available.
 India	7.3%	storagecraft.in	Not available.
 Japan	5.8%	storagecraft.jp	Not available.
 United Kingdom	5.3%	storagecraft.co.uk	Not available.
 Australia	4.0%	storagecraft.au	Not available.

Registering country code top level domains (ccTLD) can prevent potential competitors from taking advantage of your primary domain reputation. It is also one of the ways to improve country specific SEO and performance. (<http://www.searchenginejournal.com/seo-without-boarders-a-guide-to-international-seo-nick-paterman/60092/>)

Images



Good, most images have ALT attribute.

Number of images: 16

Missing alt tag: 2

List of images with missing ALT attributes:

- /themes/storagecraft/templates/modules/images/logo-menu.png
- //googleads.g.doubleclick.net/pagead/viewthroughconversion/959011534/?guid=O...t=0

The "alt" attribute provides a text equivalent for the image. If the browser cannot display an image the alt description will be given in its place. Furthermore, some visitors cannot see images as they might be blind in which the alt tag provides a valuable image description. Finally, search engines utilize the alt attribute for image search indexing. (www.w3.org/QA/Tips/altAttribute)

Title



We have found following title:

"Backup & Recovery | Business Continuity | StorageCraft"

Length: 54 characters

The <TITLE> element provides a short piece of text describing the document. The title is very important as it shows in the window title bars, bookmarks and search results. Title should be between 60 to 80 characters long. (www.w3.org/QATips/good-titles)

Description Metatag



We have found following description:

"Business Continuity starts here. StorageCraft provides award-winning backup software & disaster recovery solutions for physical, virtual IT environments."

Length: 153 characters

The description attribute should provide a concise explanation of a Web page's content. Also, the description is often displayed on search engine results and can affect page ranking. (en.wikipedia.org/wiki/Meta_element#The_description_attribute)

Keywords Metatag



No Keywords Found.

The keywords attribute was utilized by search engines to provide more accurate search results. Due to the over usage and spamming the keywords attribute has been phased out and is no longer relevant. Google doesn't use the "keywords" meta tag in web search ranking. (googlewebmastercentral.blogspot.se/2009/09/google-does-not-use-keywords-meta-tag.html)

Text to HTML Ratio



The Text to HTML ratio is **20.99%**

Original content is by far the single most important element to search engines. Low Text to HTML ratio indicates little content for search engines to index. We consider it to be good practice to have a Text to HTML ratio of at least 10% and ideal above 20%

Keyword Density & Consistency



Consistent	Keywords	Density	Count	Title	Description	H1-H6	ALT	Bold
✓	storagecraft	2.91%	29	1	1	1	9	1
✓	backup	2.31%	23	1	1	-	1	-
✓	recovery	2.21%	22	1	1	-	1	-
⚠	footer	1.81%	18	-	-	6	-	-
⚠	cloud	1.81%	18	-	-	-	1	-
✗	tech	1.81%	18	-	-	-	-	-
✗	info	1.81%	18	-	-	-	-	-
✗	support	1.81%	18	-	-	-	-	-
⚠	partner	1.41%	14	-	-	-	2	-
✗	more	1.41%	14	-	-	-	-	-

✗	tech info	1.81%	18	-	-	-	-	-
⚠	footer column	1.20%	12	-	-	4	-	-
✗	cloud backup	0.80%	8	-	-	-	-	-
⚠	main navigation	0.60%	6	-	-	2	-	-
✗	shadowprotect spx	0.50%	5	-	-	-	-	-

⚠	free trial download	0.30%	3	-	-	2	-	-
⚠	social media links	0.30%	3	-	-	1	-	-
⚠	footer phone numbers	0.30%	3	-	-	1	-	-
✗	storagecraft partner network	0.30%	3	-	-	-	-	-
✗	linux version support	0.20%	2	-	-	-	-	-

Keywords density and consistency are notable factors for optimal page SEO. Preferred keywords should have higher keywords density indicating their importance. Optimally, preferred keywords should also be consistently utilized in multiple essential areas of the page such as title, description meta tag, h1 through h6 headings, alt image attributes, backlinks and internal links anchor text. Keyword density of above 5% is a good indication that the word or phrase appears too many time in the content. ([more information](#))

Frames



✓ No frames detected. We found 1 inline frame(s).

It is not recommended to use frames or iframes because they can cause problems for search engines. It is best to avoid frames and inline frames whenever possible (searchenginewatch.com/article/2064573/Search-Engines-and-Frames). If frames must be utilized consider <noframes> tag. (www.w3schools.com/tags/tag_noframes.asp).

Flash



No flash detected.

Flash and other reach-media technologies should primarily be utilized for decorative purposes. This makes your site more search engine friendly and improves accessibility (support.google.com/webmasters/bin/answer.py?hl=en&answer=72746#1).

Headings



- 1 <H1>
 - StorageCraft Acquires Exablox

- 25 <H2>
 - Main navigation
 - Choose your region
 - Americas
 - Middle East / Africa
 - Europe
 - Asia
 - Australia and Oceania
 - Secondary Menu
 - Main navigation
 - Backups don't matter if you can't restore.
 - Back up Windows.
 - Back up Linux.
 - We succeed when you do.
 - The essence of business continuity
 - Featured Content
 - News & Updates
 - Failure is not an option. Recover from any IT Disaster.
 - Footer Address
 - Footer Phone Numbers
 - Footer Column 1
 - Footer Column 2
 - Footer Column 3
 - Footer Column 4
 - Terms and Policy
 - Social Media Links

- 3 <H3>
 - Free trial download
 - Free trial download
 - Are you ready?

■ 0 <H4>

■ 0 <H5>

■ 0 <H6>

The <h1> to <h6> tags are used to define HTML headings. The <h1> tag should hold the title describing the content of a specific page therefore only one h1 tag is needed per page. There can be any number of h2 - h6 tags but they should be added in order of importance (www.w3schools.com/tags/tag_hn.asp).

Doctype



 HTML 5

The <!DOCTYPE> declaration tells the web browser about what version of HTML the page is written in. It is good practice to always add the <!DOCTYPE> declaration to the HTML documents, so that the browser knows what type of document to expect. (www.w3schools.com/tags/tag_DOCTYPE.asp)

Character Encoding




 UTF-8 (Unicode)
Covers: Worldwide

To display an HTML page correctly, the browser must know what character-set to use (en.wikipedia.org/wiki/Character_encodings_in_HTML).

Language



 Declared Language: en (English)
Language Attribute: en (English)

The HTML "lang" attributes and language metatag define the base language to be used for displaying text and characters on a Website. (www.mcanerin.com/en/articles/meta-language.asp)

W3C Markup Validation




 Status: **FAILED** [81 errors, 24 warning(s)]

It is good practice to use valid HTML/XHTML markup as it ensures that the search engines can read the website correctly as well as it improves cross browser compatibility (W3C Markup Validation Service).

Deprecated HTML elements




 Good, no deprecated elements found.

A deprecated element is one that has been outdated by newer constructs. Deprecated elements may become obsolete in future versions of HTML so it is recommended not to use them. (webdesign.about.com/od/htmltags/a/bltags_deprctag.htm)

Nested HTML Tables





 Great, no nested tables detected.

In general it is not recommended to use nested tables or to utilize tables for page layout. Nested tables are known to cause performance issues due to increased HTML size and rendering time. It is better to use [CSS layout](#) instead.

Web Analytics



 Yes, we have detected following web analytics tools:
 Google™ Analytics

Web Analytics Tools collect and measure information about visitor activity on a website. Well interpreted web traffic data is invaluable in determining a successfully web strategy and assessing the effectiveness of a website. At a minimum, we recommend to utilize at least one web analytics tool.

robots.txt



Yes, <https://www.storagecraft.com/robots.txt>

Your robots.txt file is blocking search engines access to parts of the website.

User-agent: *

- Disallow: /core/
- Disallow: /profiles/
- Disallow: /README.txt

Arrobots.txt file restricts access to your site by search engine robots that crawl the web. (www.robotstxt.org/robotstxt.html)

XML Sitemap



Found following XML sitemap(s):

- <https://www.storagecraft.com/sitemap.xml>

Sitemaps inform search engines about pages available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL. XML sitemap should help search engines to crawl the site more intelligently.

(<http://www.sitemaps.org/protocol.html>)

Accessibility Check



WCAG 2.0 (AA) Conformance Test: **FAILED** [12 error(s)]

- id attribute is not unique.

[Line 503, Col 3] <body> Skip to main content ... (language-dropdown-container)

Modify the id attribute value so it is unique.

- Anchor contains no text.

[Line 503, Col 2] ` is close to 1 other tap targets.
 - The tap target `<input id="edit-submit--15" type="submit" class="button js-form...it form-submit">` is close to 1 other tap targets.
 - The tap target `` and 5 others are close to other tap targets.
 - The tap target `` is close to 1 other tap targets.
- Use legible font sizes** - The text on your page is legible.
- Mobile Page Speed** - Your page speed is **average** on mobile devices.

Mobile users have now become a critical part of online visits. Making the website mobile friendly is no longer an option but rather necessity. (<https://developers.google.com/webmasters/smartphone-sites/>)

Favicon



file: <http://storagecraft.com/themes/storagecraft/favicon.ico>
size: 15px by 16px
type: image/x-icon

Warning: favicon dimensions are incorrect. Recommended sizes are 16x16, 32x32, 48x48 and 64x64 px

The Favicon is a small icon associated with a website. The Favicon is important because it is displayed next to the website's URL in the address bar of the browser as well as in bookmarks and shortcuts. (en.wikipedia.org/wiki/Favicon)

Custom 404 Error Page



Yes, custom 404 error page detected.

A404 is a standard http response code for a resource that cannot be located on the server. Webservers usually return a "404 Not Found" error page for non-existing pages. Unfortunately, these default error pages are very generic and a not very user friendly, therefore, using a custom 404 error page is highly recommended.

Process of returning http status code "200 OK" for a non-existent page or redirecting users to another url is called soft 404. Soft 404 errors are problematic for search engines and are not advisable. (<https://support.google.com/webmasters/answer/181708>)

Printability



Great, you are using print-friendly CSS:

- storagecraft.com/sites/default/files/css/css_WBf4GJB0k5ZoriEP6RqFJPDUpcim1RBDubQd4zr6LC0.css?ogex9h

Print-friendly pages are designed to fit on an 8.5"x11" or A4 sheet and usually include only the content of the page, along with source information. (webdesign.about.com/od/printerfriendly/a/aa041403a.htm)

W3C CSS Validation



Status: **FAILED** [74 error(s)]

It is recommended to use valid CSS to ensure that the website displays correctly. (W3C CSS Validation Service).

Domain Age



Your domain was registered for the first time: 18 years, 5 months, 18 days ago.

Age of the domain is one of the many signals that search engines utilize for ranking. Brand new domains generally have more difficult time to rank high for the first few months. (<http://www.coconutheadphones.com/does-domain-agematter>)

Domain Expiration



Your domain expires in: 3 years, 6 months, 10 days.

Domain expiration far in to the future is considered a good practice as it promotes confidence in your website, decreases chances of losing domain and in certain cases might help with search engine ranking. (<http://www.hover.com/blog/three-reasons-to-renew-your-domain-names-for-five-years>)

Links



We found a total of **291** links out of which **136** are duplicate links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
267 (91.75%)	13 (4.47%)	0 (0.00%)	11 (3.78%)	0

Anchor(s)	Count	Title	URL	Length	Target	Rel	Type
Skip to main content	1	-	Static	13	-	-	Relative
Show — Main navigation	1	-	Static	26	-	-	Relative
Hide — Main navigation	1	-	Static	26	-	-	Relative
Solutions	4	-	Static	26	-	-	Relative
Backup	2	-	Static	16	-	-	Relative
Management	2	-	Static	18	-	-	Relative
Replication	2	-	Static	19	-	-	Relative
Physical	2	-	Static	33	-	-	Relative
Virtual	2	-	Static	32	-	-	Relative
Cloud	2	-	Static	23	-	-	Relative
Recovery	2	-	Static	18	-	-	Relative
Recovery Arsenal	2	-	Static	26	-	-	Relative
Products	3	-	Static	9	-	-	Relative
ShadowProtect SPX	3	-	Static	27	-	-	Relative
SPX Tech Info	2	-	Static	37	-	-	Relative

Hyperlinks are an integral part of any website and properly linked content has great impact on the SEO. It is a good practice to keep number of unique links below 100, URLs preferably as short and concise as possible and utilize nofollow attribute to control PageRank flow passed through links.

Broken Links



We found **1** broken link :

External Links:

- <https://youtu.be/OCwUf565csw?rel=0>

Broken or dead links can negatively impact user experience, search engine crawl rate and website traffic.

IP Canonicalization



Yes, your site's IP [198.135.233.35](#) redirects to www.storagecraft.com.

Some web spiders index websites using IP as well as domain name which can cause duplicate content if there is no IP Canonicalization. (www.matcutts.com/blog/seo-advice-url-canonicalization)

URL Canonicalization



Yes, both the www.storagecraft.com and storagecraft.com resolve to the same URL.

Domain name with WWW and without can be considered as different pages causing duplicate content for search engines. (www.matcutts.com/blog/seo-advice-url-canonicalization)

Page Speed



Google Page Speed score: **80%**(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
76	19	3.11s	116.07 KB	660.47 KB	1.66 MB	520.02 KB	0 B	319.21 KB	3.24 MB

Recommendation	Impact
Avoid landing page redirects	Medium
Enable compression	None
Leverage browser caching	Low
Reduce server response time	None
Minify CSS	None
Minify HTML	Low
Minify JavaScript	Low
Eliminate render-blocking JavaScript and CSS in above-the-fold content	Medium
Optimize images	Medium
Prioritize visible content	None

PageSpeed analyzes webpages and evaluates its performance while providing suggestions on reducing page load times. Google is now incorporating website speed in search ranking (<http://www.matcutts.com/blog/site-speed>)

Server Information



ISP: StorageCraft Technology Corporation

Server IP: 198.135.233.35

Server Location: UTAH, Draper

Name Server 1: dns1.storagecraft.com (198.135.233.5)

Name Server 2: dns2.storagecraft.com (198.135.233.6)

Your server's IP address and location have minor impact on the country specific SEO. It is recommend to host the website in the country where the number of vistors is desired to be the highest. Search engines take the geolocation of a server into account. (<http://www.youtube.com/watch?v=hXt23AXIJJU>)

HTTPS (SSL)



Issued To:

Common Name (CN): *.storagecraft.com

Issuer:

Common Name (CN): DigiCert SHA2 High Assurance Server CA

Organization (O): DigiCert Inc

Organizational Unit (OU): www.digicert.com

Period of Validity

Begins On: 11/09/2014

Expires On: 03/14/2018

Google™ is now treating HTTPS as a ranking signal. HTTPS is a secure web protocol that allows for encrypted communication between website and the client. HTTPS protocol requires your website to have an SSL certificate, which can be purchased from a Certificate Authority (CA) or SSL vendor. (http://googleonlinesecurity.blogspot.in/2014/08/https-as-ranking-signal_6.html).

Safe Browsing



Yes

Safe Browsing is a service provided by Google that enables applications to check URLs against Google's constantly updated lists of suspected phishing and malware pages. (<http://www.google.com/safebrowsing/diagnostic?site=>)

Spam Blacklist



Good, your IP 198.135.233.35 is not blacklisted.

Spammer directories provide lists of IPs from which spam distribution is reported. Emails sent from the blocked IPs are subject to closer scrutiny and are much less likely to be delivered. For email campaigns it is recommended to utilize professional email services to ensure that your website IP is not blocked. (www.stopforumspam.com)

Email Address Obfuscation



Great, this webpage does not contain email addresses displayed in plain text.

It is recommended to obfuscate email addresses posted in public. This prevents email addresses from being automatically harvested by spam bots which helps to decrease number of unsolicited emails.

Directory Browsing



Great, your server has directory browsing disabled.

Protect Webserver directories from unwanted browsing. To enhance security, directory browsing should be disabled unless you have a specific reason to enable it. If you enable directory browsing, make sure that you only enable it on the particular directory or directories that you want to share. (<http://technet.microsoft.com/en-us/library/cc731109>)

Whois Privacy



Registrant:

Name: Thomas Shreeve
Organization: StorageCraft Technology Corporation
Address: Suite 110, Draper, 84020, US
Phone: +1.8015454700
Email: admin@storagecraft.com

Administrative Contact:

Name: Scott Barnes
Organization: StorageCraft Technology Corp.
Address: Suite 110, Draper, 84020, US
Phone: +1.8015454700
Email: scott.barnes@storagecraft.com

Technical Contact:

Name: Scott Barnes
Organization: StorageCraft Technology Corp.
Address: Suite 110, Draper, 84020, US
Phone: +1.8015454700
Email: scott.barnes@storagecraft.com

Whois Privacy is a service that prevents domain owner contact information from being displayed in the publicly available Whois records. This can help to cut down on unwanted spam but utilizing Whois privacy should be evaluated against business model and branding strategy.

Server Signature



Good, your server does not provide version information.

Attackers can utilize server signature versioning information to their advantage therefore it is recommended to disable it when possible. (Disable server signature for [Apache](#) or [IIS](#)).